



Euromonitor
International

Sports Nutrition in Argentina

September 2025

Table of Contents

Sports Nutrition in Argentina - Category analysis

KEY DATA FINDINGS

2025 DEVELOPMENTS

Robust current value growth in sports nutrition in 2025

Empresa De Nutricion Argentina leads, while Arcor enjoys significant dynamism with Raptor

Other non-grocery retailers leads sales, but e-commerce receives a boost

PROSPECTS AND OPPORTUNITIES

Further growth expected over the forecast period, driven by a broader consumer base

Price hikes and shortages of protein may hamper growth to some extent

Non-protein sales will grow more rapidly as creatine is recommended by opinion leaders

CATEGORY DATA

Table 1 - Sales of Sports Nutrition by Category: Value 2020-2025

Table 2 - Sales of Sports Nutrition by Category: % Value Growth 2020-2025

Table 3 - NBO Company Shares of Sports Nutrition: % Value 2021-2025

Table 4 - LBN Brand Shares of Sports Nutrition: % Value 2022-2025

Table 5 - Forecast Sales of Sports Nutrition by Category: Value 2025-2030

Table 6 - Forecast Sales of Sports Nutrition by Category: % Value Growth 2025-2030

Consumer Health in Argentina - Industry Overview

EXECUTIVE SUMMARY

Consumer Health in 2025: The big picture

Key trends in 2025

Competitive landscape

Channel developments

What next for Consumer Health?

MARKET INDICATORS

Table 7 - Consumer Expenditure on Health Goods and Medical Services: Value 2020-2025

Table 8 - Life Expectancy at Birth 2020-2025

MARKET DATA

Table 9 - Sales of Consumer Health by Category: Value 2020-2025

Table 10 - Sales of Consumer Health by Category: % Value Growth 2020-2025

Table 11 - NBO Company Shares of Consumer Health: % Value 2021-2025

Table 12 - LBN Brand Shares of Consumer Health: % Value 2022-2025

Table 13 - Penetration of Private Label in Consumer Health by Category: % Value 2020-2025

Table 14 - Distribution of Consumer Health by Format: % Value 2020-2025

Table 15 - Distribution of Consumer Health by Format and Category: % Value 2025

Table 16 - Forecast Sales of Consumer Health by Category: Value 2025-2030

Table 17 - Forecast Sales of Consumer Health by Category: % Value Growth 2025-2030

APPENDIX

OTC registration and classification

Vitamins and dietary supplements registration and classification

Self-medication/self-care and preventive medicine

Switches

Summary 1 - OTC: Switches 2024-2025

DISCLAIMER

DEFINITIONS

SOURCES

Summary 2 - Research Sources

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